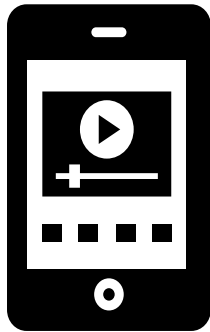




A NEW LOOK AND STRATEGY

Increasing brand awareness among the global natural hair community with Texture My Way



CAPABILITIES USED

- INFLUENCER/BLOGGER RELATIONS
- PAID SOCIAL MEDIA
- EVENT ACTIVATION
- CONTENT DISTRIBUTION AND SYNDICATION
- SOCIAL LISTENING, MONITORING AND REPORTING
- BRAND STRATEGY AND DESIGN

THE CHALLENGE

As one of the forerunners of natural hair care, Texture My Way (TMW) puts the consumer in control of the hairstyle that is unique to their own texture. one50one was tasked with raising awareness among the global natural hair community through increased sales, followers and brand recognition in the 18-to-34 demographic, along with creating a consistent brand look and cadence.

ACTION

one50one started by performing a comprehensive brand audit, including analyzing the current audience and conversations, as well as a competitive analysis of the top four competitor brands on the market with consumer research. one50one then created a social media strategy and calendar with daily postings across Instagram, TikTok and Facebook using a new brand look. This included nurturing conversations and influencer connections with an increase in user-generated content among natural hair influencers across Instagram and TikTok in tandem with social listening for data-driven insights.

At the same time, the new brand look was extended into event materials, such as booth and premiums, and general marketing collateral, like PowerPoint presentations and stationery, along with a new brand guide. one50one then planned and executed a new experimental pop-up for retail locations while also developing an email nurture campaign for both new and existing leads.

RESULTS

OVER THE COURSE OF A SIX-MONTH CAMPAIGN, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING:

517,800 reach

achieved by TMW influencers over a four-month period

1,000+

new interactions

552%

increase in reach

\$181,300 earned media value

by TMW influencers over a four-month period

6 million impressions

generated by TMW influencers over a four-month period

New

way to interact with consumers and a brand new look